Abstract

A method for creating a personality profile based upon an explicit association between icons/objects and attributes describing some of the values with which a person associates with themselves is disclosed. The person may own/acquire one or more icons/objects. The icon/objects in conjunction with labeling technology allow for accessing of object profiles. Using information from the object profiles, attributes for a personality profile are complied about the person. This personality profile projects an explicit, quantified image about the person, that could be used to tailor advertising, marketing, or other services.